

Gaurang Goel

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EDUCATION

The University of Texas at Dallas	Dallas, TX
<i>Bachelor of Science in Computer Science - Human-Centered Interaction Concentration</i>	May 2024
<i>Bachelor of Arts in Graphic Design</i>	
Honors: Academic Excellence Scholarship (AES), Undergraduate Competitive Waiver	
Google, UX Design Professional Certificate	July 2022

EXPERIENCE

Corsair Gaming, Inc., Graphic Designer Intern	May - August 2022
<ul style="list-style-type: none">Redesigned the Gamer Sensei website using Figma working along with the User Research team, which resulted in 16% more sales by volumeDesigned the layout and visuals for a new email campaign in conjunction with the marketing and web development teams, which improved the conversion rate by 23%Collaborated with the editorial, marketing, and social teams to create marketing assets, which enriched social media engagement by 37%	
The University of Texas at Dallas, Social Media and Technology Assistant	February - May 2022
<ul style="list-style-type: none">Outlined 50+ mockups for overseas education ads and boosted social media engagement by ~32% monthlyRevamped the International Center website by establishing an expandable design system in Figma, while collaborating with the International Center Staff, which increased User Satisfaction by 21%Built 4+ new WordPress pages, updated the existing ones, and made continuous improvements	
Aphelion eSports, Social Media Manager, Team Coach - Clash of Clans	December 2020 - January 2022
<ul style="list-style-type: none">Executed marketing strategies including visual design, which grew total interaction by 140% in 60 daysLed the team to the 2021 Clash of Clans World Championship and finished in the Top 5	
Freelancer, Graphics, and Motion Designer	August 2018 - August 2021
<ul style="list-style-type: none">Designed 1200+ advertisement flyers for 450+ customers with over 92% customer satisfaction rateCollaborated with stakeholders of 10+ Esports Organizations to establish their brand designsCreated 100+ 3D animations using After Effects for 50+ clients with a 95% client satisfaction rate	

PROJECTS

UI/UX Case Study, YouTube, but better	April 2022 - May 2022
<ul style="list-style-type: none">Redesigned YouTube for web and mobile to improve the aesthetic design while also introducing new horizons such as YouTube Gaming, YouTube Movies, and YouTube LearningConducted 15+ User Interviews and User Surveys to identify User Pain Points and find a solution for themAchieved a 96% NPS with 2+ rounds of moderated usability testing and 3+ rounds of wireframe iterations	
UI/UX Case Study, Google Ride	April 2022 - May 2022
<ul style="list-style-type: none">Conceptualized a ride-booking app featuring self-driven cars that allow users to schedule rides easilyManaged the project utilizing the agile development framework to assure efficiency and quality delivery	
Discord Bot, StatsEd	October 2021 - March 2022
<ul style="list-style-type: none">Programmed a bot using Python, Clash of Clans' and Discord's API that retrieve statistics from live battlesOptimized the bot to report detailed stats in less than 2 seconds, for up to 150+ requests within 3 seconds	
Website Development, Portfolio	August 2021 - September 2021
<ul style="list-style-type: none">Built a responsive personal portfolio website using HTML5, CSS, and Javascript	

LEADERSHIP AND INVOLVEMENT

UTD Esports, Social Media Coordinator	January 2022 - Present
<ul style="list-style-type: none">Helped oversee the launch and progress of social media campaigns raising the active users by ~17% and followers by 68% within 2 months of implementation	

SKILLS

Design Softwares	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Sketch, InVision, Axure
UX Design	Information Architecture, User Research, Personas, Wireframing, Storyboarding, Visualization, Prototyping, Sketching, Surveying, User Testing, Responsive Web
Programming Languages	C++, Python, C, Java, SQL, HTML, CSS, Javascript, JQuery
Collaboration	Agile Development, Monday, Asana, Slack